



Courvoisier Packaging Redesign



#Sustainability #Packaging #WasteManagement

Objective

Improve sustainability of Courvoisier Packaging from the recycled content in the design choices to right-weighting bottles and ensuring the recyclability of the product.

Description

Beam Suntory use a cloud-based life cycle assessment solution to evaluate their packaging, helping them build in sustainability right from the start. As part of this, Beam Suntory analysed their existing packaging options against a range of environmental performance criteria and developed guidelines that inform future packaging design decisions earlier in the development process. In 2021, Maison Courvoisier refreshed its bottles, labels and packaging designs.

Results

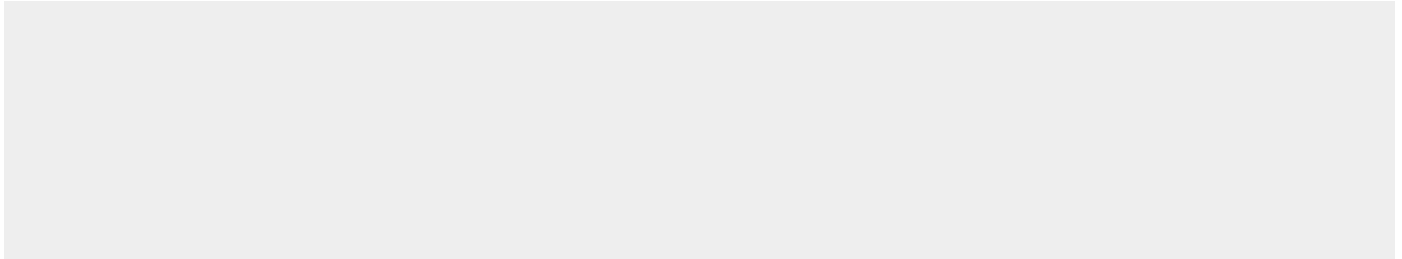
- With the new bottles, the volume of glass used per year has been reduced by 241 tonnes, which will avoid approximately 145 tonnes of CO2 emissions.
- In addition, materials and manufacturing technologies have been carefully selected to limit the weight and the CO2 emissions of its products.
- Bakelite, mono-materials or Forest Stewardship Council (FSC)-certified paper are examples of initiatives that help Maison Courvoisier to reduce its environmental impact.

Website

<https://www.beamsuntory.com/en/proof-positive-nature>

Downloads

Photo gallery



Documents

Beam_Suntory_2021_Sustainability_Report.pdf (pdf - 5.28 Mo)